

ORDER



KLAS

Orders Order / Rev: 37177
Alt Order #: 08859495
Product Desc: ISSUE
Estimate: 943
Flight Dates: 09/05/12 - 09/14/12
Original Date / Rev: 09/04/12 / 09/04/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Cross Roads Media
Buying Contact:
Billing Contact:
66 Canal Center Plaza
Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: American Crossroads
Demographic: A35+
Product Codes: PO4
Priority: LV1
Revenue Codes: AGY, POL, ISS

New Business Thru: 09/12/10
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/11/12	5	\$20,700.00	\$17,595.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	5	\$20,700.00	\$17,595.00	0.00
Totals	5	\$20,700.00	\$17,595.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
-------------------	--------------	--------------	-----------------------	---------

Mike Jones	Start Of Order - End Of Order	100%
------------	-------------------------------	------

Order Share

	Share	Total
KLAS	30%	\$20,700.00

Market	100%	\$69,000.00
--------	------	-------------

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,250.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,450.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 1	8	09/08/12	09/08/12	8 News Now Sat Special CM	7-730p	-----S-	:30	1		\$700.00	LV1	0.00	NM	1	\$700.00		
8 NEWS NOW AT 630PM-SAT																	
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
		Week: 09/03/12	09/09/12	-----S-	1	\$700.00	0.00										
E 2	8	09/09/12	09/09/12	8 News Now Sun AM #1 CM	8 News Now Sun A-----S	:30	1	\$400.00	LV1	0.00	NM	1	\$400.00				
8 News Now Sun AM #1																	

Order / Rev: 37177
 Alt Order #: 08859495
 Flight Dates: 09/05/12 - 09/14/12

Advertiser: American Crossroads
 Product Desc: ISSUE
 Estimate: 943

KLAS

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/03/12	09/09/12	-----S	1	\$400.00	0.00												
E 3 8 09/06/12 09/06/12 1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal																	
THE BOLD AND THE BEAUTIFUL																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/03/12	09/09/12	---T---	1	\$800.00	0.00												
E 4 8 09/11/12 09/11/12 1230-2p Soaps/ LMAD CM Soaps / Let's Make A Deal																	
THE BOLD AND THE BEAUTIFUL																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/10/12	09/16/12	-T-----	1	\$800.00	0.00												
E 5 8 09/11/12 09/11/12 Tue 8-9p NCIS																	
NCIS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 09/10/12	09/16/12	-T-----	1	\$18,000.00	0.00												
															Totals	5 \$20,700.00	